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maribeth dwyer • news editor

IMMEDIATELY

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MAILING OF RECORD SIGNALS START
OF UM EXCELLENCE FUND DRIVE

MISSOULA --

The national direct-mail segment of the University of Montana Excellence Fund drive was kicked off this week with a mailing of a special recording of an appeal for support from UM President Richard C. Bowers.

The recording is part of the December edition of The University, UM's quarterly magazine, and will be sent to over 50,000 alumni, parents, and friends of the University.

The personal appeal from Dr. Bowers explains why it is necessary for public universities to raise private support and how valuable to UM each gift is. According to Allan M. Vannini, executive director of the UM Foundation which sponsors the Excellence Fund and this special recorded appeal, the mailing is really a major experiment.

"We've not been satisfied with our ability to reach UM's thousands of supporters personally," Vannini said. "While in prior years we have sent fund-raising letters to each and every alumnus, we thought that the recording, since it was a little unusual and a little more personal, might help increase our financial support and get more extensive information out about

(more)

Bowers recording - add 1

UM's needs."

On the flip side of the Bower's appeal is an excellent example of UM's quality--the University of Montana Chamber Chorale performing Vincent Youman's "Hallelujah," Leonard Bernstein's "Tonight," and "Gloria" from Franz Schubert's Mass in G.

The Excellence Fund is UM's annual giving campaign, designed to meet priority needs of the institution. The 1980-81 goal is \$200,000. Funds are used for scholarships, library needs, faculty development and research, University outreach, alumni programs, and special Presidential Projects such as the Marching Band, a new computer for the School of Journalism, and the Montana Repertory Theatre.

For more information concerning the Excellence Fund contact Allan M. Vannini, UM Foundation, 600 University Avenue, Missoula, MT 59801, (406) 243-2593.

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